



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT APPLICATION

Applicants : Steven M. Schein et al.
Application No. : 09/810,324
Confirmation No. : 9059
Filed : March 16, 2001
For : SYSTEM AND METHOD FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS AND
BROADCASTERS
Art Unit : 2623
Examiner : Hai V. Tran

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATION

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REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated
April 6, 2006, applicants respectfully request
reconsideration and allowance of this application in
light of the following:

Amendments to the Claims are reflected in the
listing of claims that begins on page 2 of this paper;
Remarks begin on page 10 of this paper.